

Message Text

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PAGE 01 LIMA 04605 051912Z

ACTION ARA-10

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FM AMEMBASSY LIMA

TO USIA RUEHIA

WHITE HOUSE WASHDC IMMEDIATE

INFO SECSTATE WASHDC IMMEDIATE 5112

VOA MIAMI IMMEDIATE

AMEMBASSY BRASILIA IMMEDIATE

AMEMBASSY BOGOTA IMMEDIATE

AMEMBASSY CARACAS IMMEDIATE

UNCLAS LIMA 4605

USIAC FOR IOP/M, IPS/PL

PASS INFO: ILA, ARA

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SUBJ: MRS. CARTER'S VISIT - MEDIA REACTION REPORT

ROSALYNN CARTER CONTINUES TO DOMINATE ALL LIMA NEWSPAPERS
JUNE 5. PRESS GAVE WIDESPREAD STORY AND PHOTO COVERAGE
TO HER NUMEROUS JUNE 4 ACTIVITIES, ALONG WITH THE
CONTINUING EXCELLENT COVERAGE MRS. CARTER IS RECEIVING
ON RADIO AND TELEVISION.

1. EL COMERCIO. EXCELLENT FRONT PAGE PHOTO SHOWS
MRS. CARTER HOLDING CUY (GUINEA PIG) AT LA MOLINA WITH
A BROAD, HAPPY SMILE ON HER FACE. MAIN FRONT PAGE
STORY ENTITLED: "PERU HAS OFFERED MANY GOOD
PROPOSITIONS TO SECURE WORLD PEACE," AND SUBHEADS:
"THE FIRST LADY OF THE U.S. REVEALED AT LA MOLINA."
STORY PRINCIPALLY COVERS MRS. CARTER'S PRESS
CONFERENCE OF YESTERDAY. MRS. CARTER ALSO MONOPOLIZES
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PAGES FOUR, FIVE AND SIX. HEADLINE: "U.S. WILL
WORK WITH COUNTRIES OF THE WORLD FOR EXISTENCE OF
HUMAN RIGHTS," COVERS FULL TEXT OF PRESS CONFERENCE.
OTHER HEADLINED: "MRS. CARTER APPRECIATES EFFORTS
THAT ARE BEING DONE TO TRANSFORM ECONOMIC
AND SOCIAL STRUCTURES." HEADLINE WAS "AFFIRMED" IN
STORY BY PERUVIAN AMBASSADOR TO U.S. OTHER STORIES

INCLUDE FIRST LADY CONGRATULATING FOREIGN MINISTER ON HIS BIRTHDAY; THE HORSE SHOW AND HER VISIT TO LA MOLINA AS WELL AS FOREIGN MINISTER DE LA PUENTE PRAISING THE PERSONALITY OF MRS. CARTER. PAGE SIX IS DEVOTED TO PHOTO COVERAGE OF MRS. CARTER'S ACTIVITIES DURING JUNE 4 UNDER BANNER HEAD: "ROSALYNN LIVES AN UNFORGETTABLE DAY."

2. LA CRONICA. MAIN STORY HEADLINED: "PERU PROPOSED ALTERNATIVES FOR PEACE FOR LATIN AMERICA" AND SUBHEAD: "MRS. CARTER SAID YESTERDAY THAT SUGGESTIONS WERE MADE BY CHIEF OF STATE DURING THE MEETING." STORY ACCOMPANIED BY TWO PHOTOS TAKEN AT LUNCH. OTHER FRONT PAGE STORY HEADLINED: "ROSALYNN GIVES DE LA PUENTE SPONTANEOUS BIRTHDAY EMBRACE," ALL OF PAGE THREE DEVOTED ENTIRELY TO STORIES AND PHOTOS OF MRS. CARTER'S DAY. TOP STORY, PAGE THREE, HEADED: "PERU PROPOSES SOLUTIONS AND ALTERNATIVES TO ASSURE PEACE IN THE AMERICAN REGION." STORY COVERS PRESS CONFERENCE AND COMMENTS: "SHE ANSWERED ALL THE QUESTIONS THAT WERE PRESENTED TO HER WITHOUT LOSING HER POISE, INCLUDING DIFFICULT TOPICS AS THE CONTROL OF ARMS AND RESPECT FOR HUMAN RIGHTS." OTHER HEADLINE: "JIMMY CARTER WILL COME TO PERU NEXT YEAR." STATEMENT WAS MADE BY PERUVIAN AMBASSADOR TO U.S. EDIT IN LA CRONICA HEADED: "GOOD WILL AND FRIENDSHIP" SAYS: "VISIT OF MRS. CARTER IS OPPORTUNITY TO BROADEN AND STRENGTHEN THE UNDERSTANDING AND COLLABORATION BETWEEN BOTH NATIONS....MRS. CARTER UNCLASSIFIED

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HAS SHOWN SPECIAL INTEREST IN KNOWING THE SOCIAL AND ECONOMIC POLITICS OF THE REVOLUTIONARY GOVERNMENT." EDIT CONCLUDES: "MRS. ROSALYNN CARTER'S VISIT WILL LEAVE A PERMANENT REMEMBRANCE AND SINCERE BOND OF FRIENDSHIP BETWEEN PERU AND USA."

3. EXPRESO. PAPER USES FRONT PAGE PHOTO OF MRS. CARTER AT HORSE SHOW, SMILING, AND WEARING TYPICAL PERUVIAN SOMBRERO AND PONCHO. STORIES ON PAGE FOR COVER MRS. CARTER'S ACTIVITIES AT LA MOLINA. HEADLINE READS: "ACHIEVEMENTS AT AGRARIA UNIVERSITY EXPOSED TO WIFE OF CARTER." OTHER HEADLINE: "POLITICS OF PERU AND U.S. MEET ON HUMANISM," AND QUOTES PERUVIAN AMBASSADOR TO U.S. AS SAYING: "IN THE FIELD OF HUMAN RIGHTS, THERE ARE SIMILARITIES BETWEEN THE WHITE HOUSE AND PERU."

4. CORREO. PAPER FRONT PAGES PHOTO OF MRS. CARTER AT FOREIGN MINISTER'S LUNCH AND HEADLINES: "ROSALYNN:

'I ALSO CALL MYSELF PERU.'" OTHER HEADLINE FRONT PAGE: "MORALES BERMUDEZ TO FIRST LADY OF U.S. - WE ARE ALSO PEACEFUL COUNTRY." ALL PAGES TWO, THREE AND FOUR DEVOTED TO STORIES AND PHOTOS OF MRS. CARTER'S ACTIVITIES. ONE PROMINENT STORY ON PAGE THREE IS HEADED: "SIMPATIC, SIMPLE AND BEAUTIFUL" AND DISCRIBES THE FIRST LADY IN FRIENDLY, GLOWING TERMS. CORREO'S SUNDAY MAGAZINE HAS STORY ON PAGE TWO CONCERNING MRS. CARTER'S LATIN AMERICAN TOUR WHICH CONCLUDES: "WE HOPE THAT EVERYTHING BECOMES REALITY; WE HAVE BEEN VERY PLEASED TO RECEIVE THE VISIT OF MRS. CARTER."

5. OJO. THIS TABLOID ALSO FRONT PAGES BOLD HEADLINE: "I ALSO CALL MYSELF PERU," WITH PHOTO OF MRS. CARTER AT LUNCH. MAIN STORY PAGE THREE HEADLINED: "HUMAN RIGHTS ARE BASIC IN OUR RELATIONS." STORY ALSO SAYS UNCLASSIFIED

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MRS CARTER QUALIFIED HER TALKS WITH PRESIDENT MORALES BERMUDEZ AS "A VERY FRIENDLY AND CORDIAL CONVERSATION." PAPER ALSO COVERS MRS. CARTER'S VISIT TO LA MOLINA ON PAGE TWO, AND USES HALF OF CENTER SPREAD WITH PHOTOS OF HER VISIT TO LA MOLINA AND THE FOREIGN MINISTER'S LUNCH. OJO'S SUNDAY SUPPLEMENT DEVOTES FULL PAGE AND ONE HALF TO STORY ON MRS. CARTER, HEADLINED: "THE CONFIDENCES OF MRS. CARTER." STORY WAS TAKEN FROM "U.S. NEWS AND WORLD REPORT."

6. TELEVISION. ALL THREE TV STATIONS GAVE FULL REPORTS ON EVENING NEWS SHOWS JUNE 4. RADIO DID LIKEWISE, AND ALSO REPEATED IN MORNING JUNE 5. HANSEN

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